

A. C. McClurg & Co.

CENTENNIAL

1844-1944



JOHN DRURY, a native Chicagoan, began his literary career in the book stock room of A. C. McClurg & Co., back in 1916. He has been a feature writer for the "Chicago Daily News" since 1926. Mr. Drury has written *Old Chicago Houses* (University of Chicago Press, 1941), *Guide to Chicago* (Consolidated Book Publishers, Inc., 1933), *Dining In Chicago* (The John Day Company, 1932), *Chicago In Seven Days* (Robert M. McBride & Co., 1928), *Arclight Dusk* (The Renshaw Press, 1925). He is also the creator of a series of newspaper articles *Old Illinois Houses*, which deals with one hundred famous old residential landmarks in the Prairie State. At present on a year's leave of absence from the "Chicago Daily News," he is devoting his time to the gathering of material to be used in his new book *Old Midwest Houses*, a project made possible by a Regional Writing Fellowship awarded by the University of Minnesota.

DEDICATED TO THE FRIENDS, CUSTOMERS AND EMPLOYEES OF A. C. McCLURG & CO., ON THE OCCASION OF ITS

1844-1944

Centennial



BY JOHN DRURY

A. C. McCLURG & CO., 333 EAST ONTARIO STREET, CHICAGO, ILLINOIS

Officers and Directors



MRS. GERTRUDE S. HINCKLEY
Director
Formerly Mrs. Ogden T. McClurg



DENTON H. SPARKS
President of A. C. McClurg & Co.



ED R. PETERSON
Executive Vice President and Treasurer



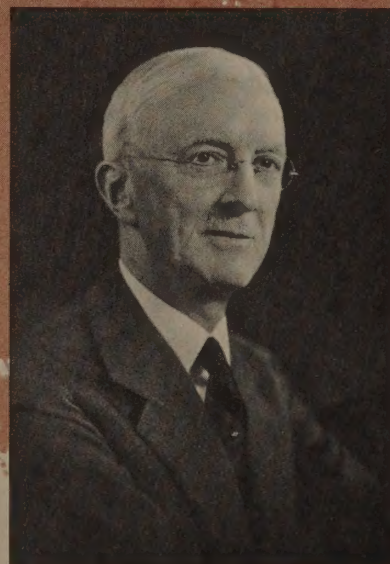
RUDOLPH KALIVODA
Vice President and General Counsel



J. J. O'CONNELL
Vice President—Advertising and Publicity



E. E. BODMER
Secretary—43 Years of Service



JOHN A. CHAPMAN
Director



At the One Hundredth Milestone

SOMETIMES in the great northern forests woodsmen find a tree of great age. Its fellows have flourished and fallen, yet the sturdy giant remains. Storms and fires, the blistering heat of summer, and wracking cold of winter leave it unharmed. Each spring it sends forth new shoots, and each year it grows in strength. So it is with men and oftentimes with business organizations. They survive the stress of time because of certain innate qualities and attitudes. These, in the case of a business, are expressed in basic policies which shape its character and dictate its destiny. So it is with the house of A. C. McClurg & Co. which, after one hundred years, stands as a living testament to the survival value of straight dealing and simple integrity. As the firm exists today it is the fulfillment of an American business epic.



BOOKSELLERS ROW was the famous section to which all of the early book stores in the city had gravitated. After the great Chicago Fire the stores moved to other parts of the Loop.

Its influence, felt all over the nation and even abroad, radiates from headquarters close to the shore of Lake Michigan in Chicago. There it occupies two large warehouses with hundreds of thousands of square feet devoted to the handling and storage of things that are wanted and needed by the families, schools and business houses of this great area.

Its scores of representatives travel constantly through the Middle West, offering an extraordinarily wide line of goods to merchant customers. Through the year hosts of retail dealers from all points of the compass travel to its sample rooms to study the market and place their orders for merchandise required by their communities. In ordinary times the ramifications of the firm cover every quarter of the globe. The foreign department, through its agents, ships goods to most of Central and South America. The purchasing divisions in years of peace look to every civilized part of the earth for new things to offer McClurg customers.

Today the Company, representing the result of constant growth and adaptation to the needs of a struggling pioneer country, presents a dramatic contrast to its simple beginnings in the early days in Chicago when it originated as a small book and stationery store on August 23, 1844.

The Journey So Far

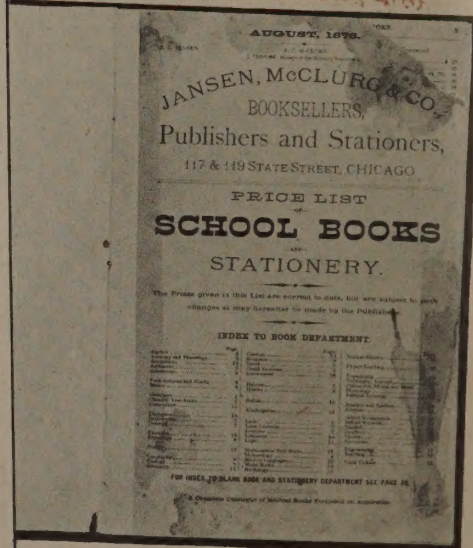
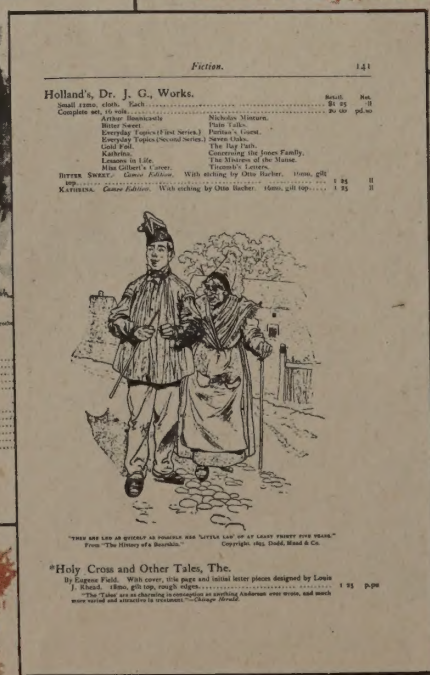
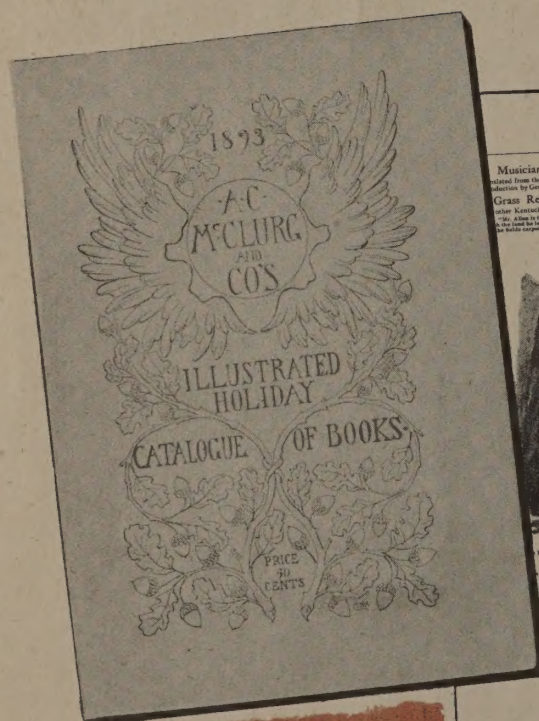
HOMESTEADERS by the thousands were moving slowly westward in 1844 in prairie schooners and on river flatboats. Abraham Lincoln was a small-town Illinois lawyer and Chicago was a crude seven-year old city with streets so primitive that stage coaches and ox-carts were often hopelessly mired. In the summer of that year a small book and stationery store announced in the *Chicago Democrat* that it was ready to serve the new community with a selection of Bibles, hymn books, school texts and supplies. The proprietor signed himself William W. Barlow. Like so many other shopkeepers in the newly founded city, he had come recently from the East. A stone's throw away from the new store was the last blockhouse of Fort Dearborn, remnant of the once sturdy military post. Only a decade earlier it had protected the small settlement from possible attack by Black Hawk and his tribesmen. On August 23rd Mr. Barlow opened his new establishment and, in the midst of his fine new Bibles, books, quill pens and writing papers, welcomed his first customer.



State Street, Chicago was a primitive thoroughfare indeed in 1844.

That small pioneer book and stationery store, opened so inauspiciously, marked the beginning of the firm of A. C. McClurg & Co., which in this fateful year of 1944 celebrates a century of business life. The Company has borne different names and its legal form has evolved from one type to another, but there has been a continuity of personnel, business relationships and a distinct identity which indicate the development of a single firm—adapting itself to the growing life of the Middle West. It is known that the "Co." in the sign over the shop of W. W. Barlow & Co. represented Mark H. Newman, a New York publisher of school books who at that time was seeking a wider market. The association of William Barlow with the store was broken in 1849 when the erstwhile bookseller was attracted by the California gold rush and the lure of quick fortune. Barlow was succeeded by William Bross, who is famous as one of the founders of the *Chicago Tribune*, and who in his later life wrote a famous history of Chicago. In September

These were the McClurg Catalogs of an earlier day. The Stationery and Sundries Catalog is the edition of 1878 and was even then "The Standard Guide of the Trade."



The McClurg Book Catalog shown here appeared in 1893 and was one of the most famous publications of its kind in the world.

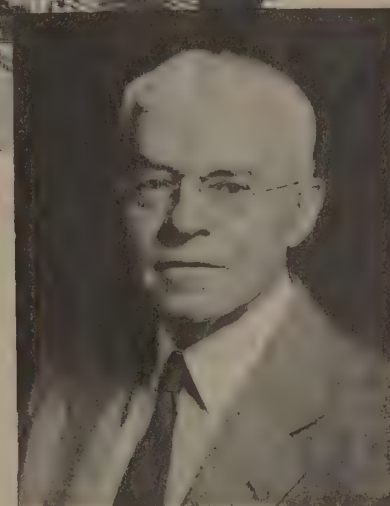


OGDEN TREVOR McCLURG

The "Saints' and Sinners' Corner" presided over by George Millard, shown in the center of the picture, was immortalized by Eugene Field who through his column in the Chicago Daily News heralded its reputation as the refuge of the intellectuals of the city.



WILLIAM BROSS
Famous Chicago figure and
early manager of the book
store.



JOSEPH E. BRAY
President 1926—1935
Chairman of the Board 1935—1937

of 1848 Samuel Chapman Griggs, who had recently arrived from New York State, became an associate of Bross and in July 1859 he absorbed the interest of not only Mark Newman but of William Bross as well, taking over complete ownership of the store. S. C. Griggs during his lifetime, was to stamp his mark on the character of the business and on the cultural and educational life of the Middle West.

These were the years when Chicago welcomed its first railroad and felt its first strength. The opportunities offered by the expanding West were attracting the sturdiest type of young men from the eastern states. In the early spring of 1859, just ten years after S. C. Griggs

had taken over complete ownership, he received a letter post-marked "Pittsburgh." It was dated March 4, 1859:

DEAR SIR:

Although you will not in all probability recognize my name you may recollect having known me long ago as a little boy staying for a few months in Hamilton, N. Y., with my uncle, Dr. Trevor. My object in writing you at this time is to say that I am anxious to get into a situation in which I can become acquainted with the book business—I have been studying law since graduating from college, but I am about abandoning it for something else—I would prefer going into the book trade to any other, as I think I am better fitted for it than any other—I have always been very fond of books and from reading them and reviews and book notices have obtained a pretty extensive knowledge of them which I think I could turn to advantage—At present I have no capital, but have reasonable hopes of it in the future.

Have you in your establishment any situation which you could offer me, either as book-keeper or salesman—I would accept a low salary merely sufficient to support me and feel confident I could render myself useful to you—I have had considerable experience in business affairs am over twenty-three years of age, a member of the Baptist Ch. and can give the best of references as to capacity and character—

You will place me under great obligation to you if you can return me a favorable answer.

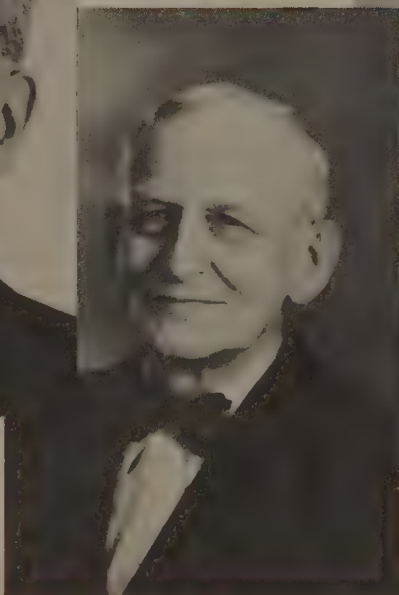
Very respectfully yrs & c.

(signed) A. C. McCLURG

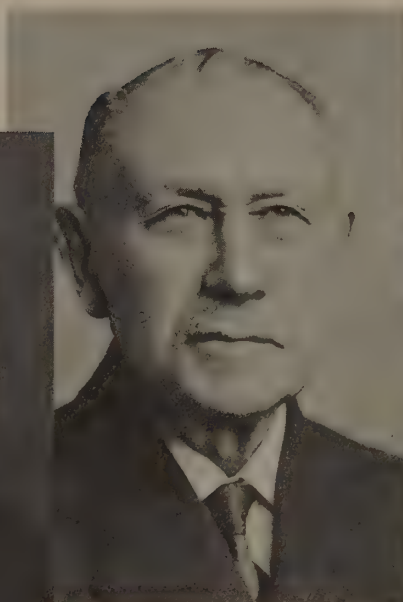
CUSTOMERS
OF McCLURG'S
FOR 50 YEARS



R. C. ALLEN
Harbor Beach, Michigan

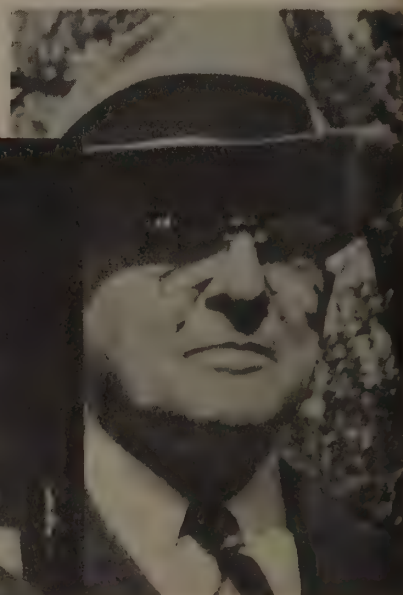
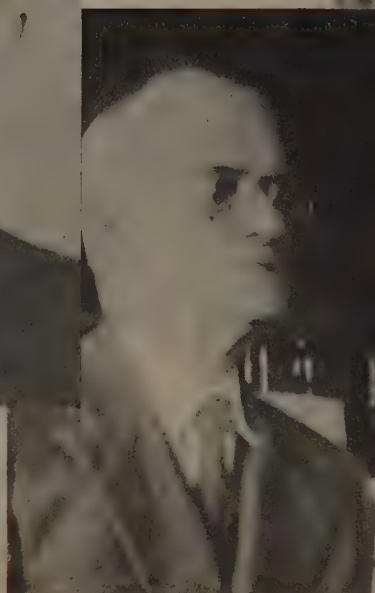


DAVID ARTZ
Red Oak, Iowa



E. J. BURNSIDE
Ripon, Wisconsin

M. L. COLLINS
Lake City, Minnesota



B. D. CRANE
Mt. Pleasant, Iowa



S. Briggs Esq
Chicago, Ill.

Pittsburgh Mich 4th

Dear Sir

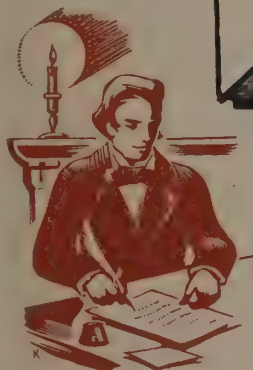
Although you are
in all probability recognize my name, you
recollect having
by staying
with me
writing you. It
is to get on
an acquaintance

am over twenty three years
of the Baptist Ch. and
reforms as to capacity and

You will place me under
if you can return me a favor

I am

Very Respectfully Yours
A. C. McClurg



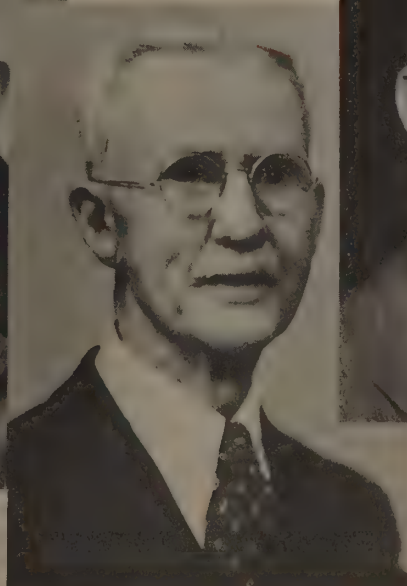
Alexander McClurg was probably as well suited to the type of business which he chose as a career, and to conditions in the new country as he could possibly be. He had received more education than was customary for most young men of that day. Having been graduated from Miami University, he spent a time studying law in the office of Chief Justice Walter H. Lowrie of Pittsburgh, but found that his interests were wide of the legal mark and pointed definitely in the direction of literature and business.

GENERAL McCLURG'S LETTER

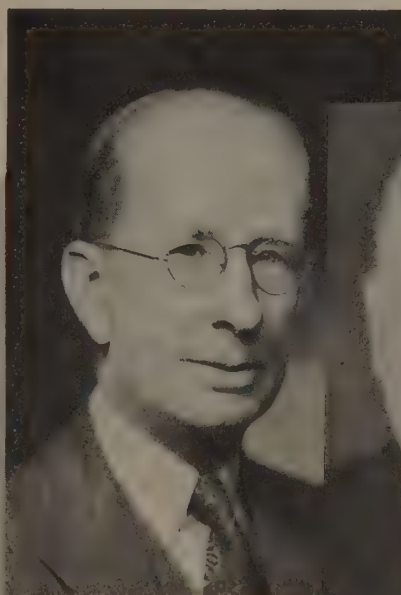
CUSTOMERS
OF McCLURG'S
FOR 50 YEARS



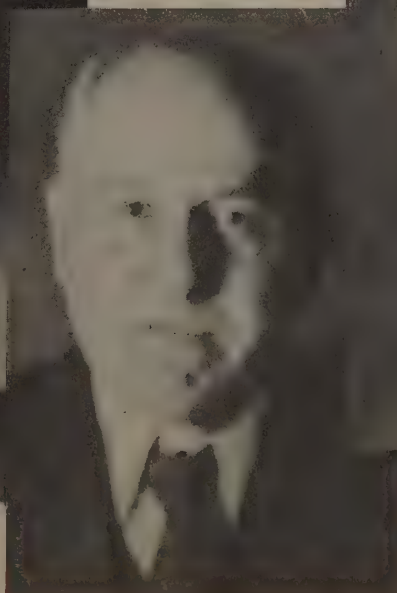
GEO. G. CUMMINS
Columbus, Indiana



H. W. GARDNER
New Hampton, Iowa



ROBERT W. HARVEY
Missouri Valley, Iowa



FRED OWEN
Mechanicsburg, Ohio



B. F. PAUL
Blairtown, Iowa



Griggs, after a short correspondence, invited the young man to enter his employ. The new clerk's abilities were quickly apparent and in retrospect it is not difficult to understand why he eventually became a leading figure of Chicago and a factor in its cultural growth. Although Alexander Caldwell McClurg entered enthusiastically into his duties and into the affairs of the growing city, his career was interrupted by the outbreak of the Civil War. He enlisted in the Union Army as a Captain in the 88th Illinois Volunteer Infantry and at the close of the conflict was breveted as a Colonel and later as a Brigadier General.

With the coming of peace, McClurg and Egbert Jansen, a fellow employee of the store, became more and more dominant in its mercantile and book branches while Mr. Griggs devoted much of his time to the development of a line of textbooks in which he was interested. In 1868 the store suffered its first fire which completely destroyed the stock. Typical of the business integrity that marked the firm from its earliest days was the fact that manufacturers and publishers were immediately paid one hundred cents on the dollar and the store continued business, only to be completely destroyed again in the great Chicago Fire of October 8, 1871. It is said that the only relic of the book store which was found in the mass of rubble after the fire was a scorched page of a Bible in which the following text could be read:

How doth the city sit solitary that was full of people!

How is she become as a widow!

She weepeth sore in the night and her tears are on her cheeks.

Again the store paid its creditors and Mr. Griggs, wishing to concentrate on other interests, retired from the store. He sold his share to his general managers and the new firm of Jansen, McClurg & Co. was created. The stockholders were Alexander C. McClurg, Egbert Jansen and Frederick B. Smith. Mr. Jansen remained with the firm until February 1, 1886, when he retired and the present Company name

"A. C. McClurg & Co." was adopted. General McClurg gave special attention to the book department and Frederick B. Smith concentrated on the wholesale division. It was then that George Millard created the store's famous rare book section which gained the name of "Saints' and Sinners' Corner" and achieved world-wide fame through the heralding of Eugene Field. In the late 80's John B. Fay was placed at the head of the wholesale stationery department and began the development of the wide line of goods for which the house is famous today. His many trips to Europe in search of merchandise to satisfy the new demands of the Middle West stimulated the growth of the great variety of lines now handled by the Company.

Again fire struck on February 12, 1899, and the building occupied by the Company was completely destroyed. General McClurg was then in ill health, but out of consideration for the welfare of the many employees of the Company, the business was continued and a new corporation with the old name was founded with a large employee interest. General McClurg passed away in July, 1900, and after a few years during which William F. Zimmerman served as President, the late General's son, Ogden Trevor McClurg, was elected President of the firm. He remained in this position until his death in 1926 at the age of forty-eight. Ogden T. McClurg, a graduate of Yale University, was known not only as a merchant and bookseller, but as an explorer and financier. During the first World War he served as a Lieutenant Commander in the United States Navy, stationed at Great Lakes and in France.



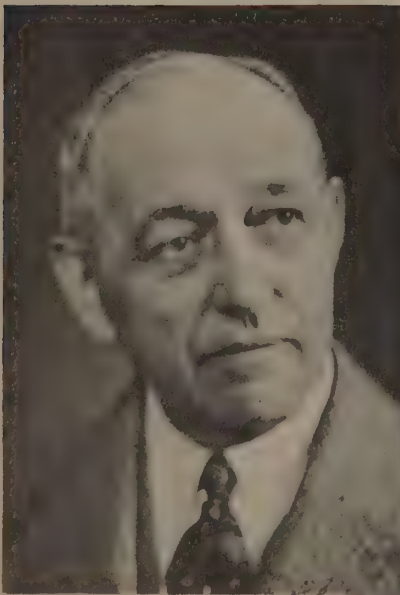
In his study of the business when Ogden McClurg returned from the war, it was strongly presented to him that a separation of the retail and wholesale departments was necessary. The latter now accounted for five-sixths of the business. The talents and energies of the personnel were divided; and it was concluded to focus their efforts on the whole-sale division alone. Accordingly, in 1923, when a favorable offer was made by Brentano's, a firm which could be relied upon to maintain the fine tradition of the store, the sale was made.

Joseph E. Bray, a veteran official of the firm, who had joined the Company in 1890 and worked through several departments of the house, was elected President after the death of Ogden T. McClurg. He served in that capacity until 1935 when he became Chairman of the Board, retiring from active business life in 1937. He died two years later, at the age of seventy-seven. Mr. Bray had a special genius for judging and handling men. Many of those who are carrying on the business today on so successful a basis are men whom he was instrumental in hiring and training.

In the year 1923, when McClurg's withdrew from the retail field, Denton H. Sparks came into the employ of the firm. He had trained with The Macmillan Co., having been its trade sales manager in the mid-western area. Mr. Sparks had an especially valuable background in the

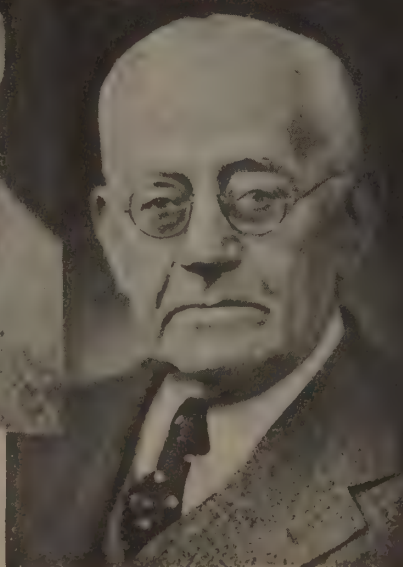


CHARLES J. CHAPPLE
Billings, Montana



F. C. SCHIRMER
Saginaw, Michigan

J. L. SCHIRMER
Saginaw, Michigan



A. E. SCHNITKER
Chriaman, Illinois



K. R. SMITH
Ionia, Michigan



J. A. SKINNER
Cedar Springs, Michigan

book business. His father had been a superintendent of schools in Illinois, and was one of the founders of one of the country's important textbook publishing companies. After he was graduated from the University of Chicago, Mr. Sparks served overseas as armament officer of the 166th Aero Squadron. His first position with McClurg's was that of General Superintendent from which he was advanced to General Sales Manager. Later he became Vice President, and then President, the title he now holds.

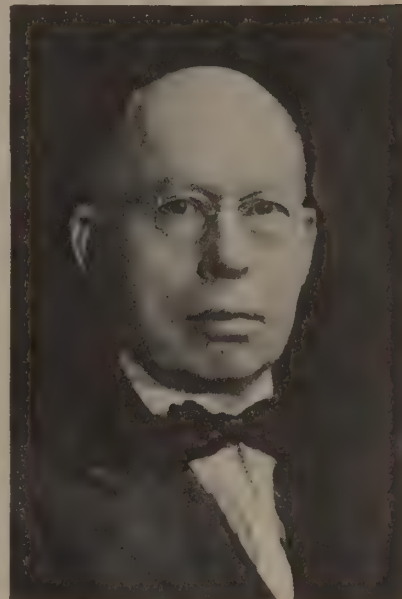
The Executive Vice President and Treasurer, Ed R. Peterson, who is in charge of the finances of the Company as well as its internal operations, entered its employ in 1923 after graduating from the University of Minnesota. He also served as a First Lieutenant in France during the first World War.

In this brief history it is impossible to do more than brush in lightly a story that is actually packed with exciting events. A truly detailed narrative written from the economic, cultural and social points of view would occupy many volumes. From time to time such histories have been written by scholars and members of the organization. The story has always been a fascinating one, sparkling with the names of former employees such as Francis Hackett, Stewart Edward White and others who went out to make their names in the field of literature; of visitors to the store, who always made it their literary headquarters in Chicago, many of them the great of the earth—presidents, princes, tycoons and artists. Among its employees have been men who made names in other fields. C. C. P. Holden, who was clerk in the store for a time and who became the driving force behind the rebuilding of Chicago after its great fire, is only one of such men who became famous in the city and the country.

So much for McClurg's great past. Let us look now to its present and future.



CUSTOMERS
OF McCLURG'S
FOR 50 YEARS




J. T. VINCENT
Lapeer, Michigan



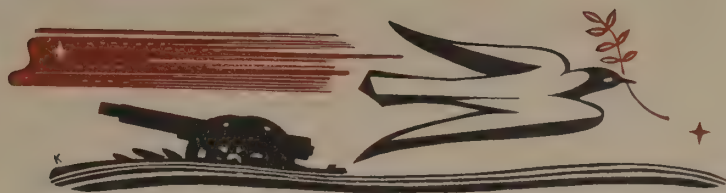
D. A. WOOLLEY
Girard, Illinois

Wholesaling Tested in Time's Crucible

AT REGULAR intervals some starry-eyed theorist looks up from his charts and equations and declares that the work of the wholesaler is unnecessary; that probably on the whole we could get along without him. A simple examination of how A. C. McClurg & Co., as wholesalers, came into being does much to dispel any hazy thinking on that score. The firm was probably the first to bring books, stationery, and other goods from eastern sources of supply into the Chicago area. As the town grew, however, other retail stores in outlying communities were opened. In addition to their general lines of goods they were asked also to supply the textbooks, writing materials and other necessities for their communities. But their orders were not of a size to be shipped economically through the canals, over the early railroads, and in some cases by wagon train from the East. Faced with this dilemma such stores approached the larger firm with offers to pool their orders for the payment of a fee. These first simple operations rapidly developed into a regular wholesale pattern which has been consistent ever since. So it is seen that this kind of distribution came about in a more or less "Topsy" fashion. It is interesting to see that during these early days of wholesaling, for instance in the year 1858, the firm carried over 250,000 copies of textbooks of one kind or another for the opening of that school year. The fact that the company has carried on wholesaling during this whole period of one hundred years is in itself historical proof of the value of that function; the present strength of the house is a living testimonial to the social and economic necessity of the work it performs.



CUSTOMERS
OF McCLURG'S
FOR 50 YEARS



Trials of War and Peace

ONE OF THE compensations of age is said to be the ripe fruit of mellowed experience. The elderly never tire of repeating this to youth and youth blithely ignores it. There is something to be said for youth's skepticism; experience is not always the magic key to the door of the future. McClurg's, over this long period, has ridden the crests of booms, faced more depressions than the country likes to remember and stepped warily through one war after another. But no two circumstances have ever been the same. Rarely has it been possible to apply to any present problem more than a small part of the lessons learned in the past. Here in this current war one should be able to apply some of the knowledge gained in the last and to chart a secure business path, but in very few instances indeed can this be done.

In the first World War the records of the house showed that plenty of merchandise was available, but prices were allowed to reach what are now considered fantastic heights. Then, of course, came the inevita-

GEORGE WAHR
Ann Arbor, Michigan

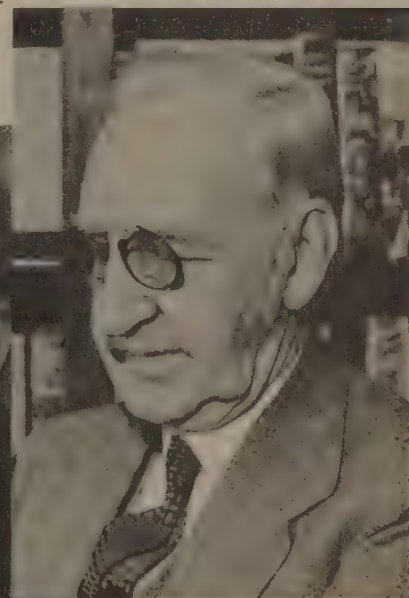


E. F. WEINMANN
Ypsilanti, Michigan



F. W. WHITE
Manistee, Michigan

T. R. WOLF
Chicago, Illinois



DAVID MacTAGGART
Port Huron, Michigan

McCLURG REPRESENTATIVES

JOHN J. BINSFELD



ble crash. In those days paper products were plentiful but prices were four times the normal level. Metal goods, mechanical devices and similar lines were available in plentitude but ridiculously expensive for the times. In World War II, owing to government restrictions, prices have been kept under control, but hundreds of lines have been allowed to disappear completely from the market.

Each storm through which the firm has passed has required a different type of navigation. When the depression of the early nineteen-thirties came it was new in its complete pattern, and according to the records of the company, the worst it had ever experienced although it had passed through many "panics" in its long history. Previously, in the depression of 1921, the company took heavy losses because of the terrific drop in prices. In 1929, however, there was no great inventory depreciation because prices had not been unreasonably inflated. Nevertheless, with high expense and low sales, there was a constant inroad upon the capital of the company. The organization fought uphill, however, to hold its personnel together and trimmed its sails as fast as possible to meet the blows as they came. The solid ground upon which the house had been built was proved in those days. The progress the company has made since that time is evidenced by the fact that the sales at present are five times those at the bottom of the depression, and twice those of 1929.

JOHN H. BRYAR
51 Years of Service

FREDERICK P. CALLAHAN



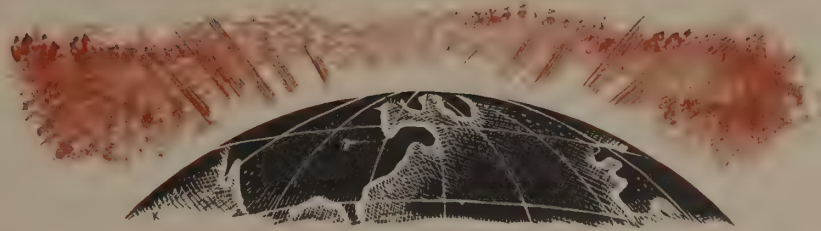
CHESTER W. BOWLES
47 Years of Service



LEE A. CHARBONNEAU



HENRY L. CONDRA
29 Years of Service



American Goods of the Future

THE AIR of the present day is filled with questions concerning the destiny of the new, war-made industries that have sprung up in the United States because we are cut off from continental Europe and Asia. McClurg's experience in the first World War should give the doubters a different view and encourage those who look hopefully to the post-war days. It has been mentioned that the importation of luxury merchandise during the latter part of the last century was the foundation of the famous McClurg gift and toy lines. In those days the United States looked largely to Europe, particularly Germany, for toys, dolls, gifts and similar goods. With the coming of the first World War American manufacturers were encouraged to produce such merchandise here. The result was that both from the standpoint of quality and price, they far excelled the foreign sources of supply. Because of the superiority of their products and their low cost, mass production methods, they were able to retain the domestic market for such goods in the post-war era and they have never lost it to continental factories.

That Europeans never regained their former eminent position was proven to the McClurg organization in 1930. In that year Mr. E. W. Hewitt, then Secretary of the company, and buyer of fancy goods, made a trip to Berlin, Nuremberg and other important centers. Because of the superiority of American goods, he found he was unable to place any important commitments. It is the belief at McClurg's that this condition will prevail even more in the post-war days to come.

Adaptation—One Secret of Growth

AMERICAN business has always shown a kaleidoscopic pattern because of the merger of one company with another and the dividing of larger companies into smaller parts. McClurg's has reflected this urge to develop and grow by dropping off old cells and building on new. The Company's absorption of S. A. Maxwell & Company, well-known stationer and bookseller of Chicago, in 1891, is an example. Another even prior to that was the sale of the textbook division to S. C. Griggs when he severed his connection with the firm; in turn this division was eventually absorbed by one of the great textbook publishers of the country. This kind of change has been repeated over and over again and is apparent even in the past decade of the company's career.

Almost overnight a complete new department, a business in itself, was added in 1939 when Pitkin & Brooks came within the McClurg fold. Mr. William Howell, its President, wished to retire. He volunteered his help and tendered the invaluable goodwill of Pitkin & Brooks Co. in assisting McClurg's to establish a dinnerware and glassware department. Mr. Howell asked only that as many Pitkin & Brooks employees as possible be placed in the new department, and that long

McCLURG REPRESENTATIVES



ELI C. GARMS



DAVID R. GERUE



A. C. GRACE



CARL B. GILLIS



EARL R. KIRKPATRICK



STEVE A. HEIMSATH

established dinnerware patterns be continued for the convenience of customers. A. C. McClurg & Co. welcomed the opportunity to acquire facilities for open-stock handling of fragile china, pottery and glassware so that old as well as new customers might be better served. In five years this department has expanded rapidly and affords dealers an opportunity to stock lines of real distinction and increase their volume of business. The growth of this department has been one of the most encouraging in the history of the Company.

Even more recently the firm found itself with a flourishing housewares business, all because of an arrangement under which a purchase was made of the toy department of L. Gould & Co., then in process of reorganization. Certain of the executive staff, the sales organization and other employees of L. Gould & Co. joined with McClurg's in 1941. The combination of their knowledge and experience with McClurg's facilities and resources has made possible an improved line of toys and an entirely new line of housewares. With the clouds of war hovering closer the wisdom of offering everyday merchandise was apparent to all. In this field, after the war, exists a great market in equipping thousands of new homes with countless improved articles, the manufacture of which has been discontinued for the emergency.

McCLURG REPRESENTATIVES

J. C. JENKINS
26 Years of Service.



CHARLES R. HEWITT
44 Years of Service



G. E. LOCHMULLER



EDWARD H. McBEE

LESTER C. NOERR



GEORGE F. OSHLO
20 Years of Service



Golden Rule a Basic Policy

IN THE whole great pageant of American business a single principle shines like a banner held aloft from all of the conflicts of trade. It is not expressed simply, but involves many ideas the chief of which is consideration for the other fellow's interest and the belief that the only *good* bargain is a *fair* one. Woven like a golden thread through the tapestry of American commerce it has appeared as a basic element in the success of every mercantile institution to which the people of this country have given their support and patronage.

A. C. McClurg & Co. has been fortunate in that its founders and those who succeeded them have subscribed to that ideal of fair dealing in their contacts with customers consistently through the years. It has been their belief that not only must their basic attitude be strictly fair, but their service to customers must go even further. They feel obligated to supply full and adequate information to the retail dealer; they must be constantly considerate of his financial welfare; they must avoid at all costs jeopardizing their relationships with him when tempted by temporary extra profits and sales.

McCLURG REPRESENTATIVES

J. H. QUIGLEY
37 Years of Service



ENGEL T. THOMPSON
26 Years of Service



CHARLES R. POOL



EDWARD J. STRATHMAN



LEWIS C. THORNTON



GLEN E. PARKHURST



Above all things, in a quickly changing world, retailers must keep constantly up-to-date. Consequently, we find McClurg's striving by the use of all sorts of devices to keep their trade informed. A catalog of Stationery and Office Supplies, which has been called "The Standard Guide of the Trade" is issued in ordinary years. This book usually contains over 480 pages. In addition a Holiday Catalog of the same size, showing goods for Fall and Christmas selling, is mailed in the summer of each year. Almost every month supplementary catalogs of about 100 pages are produced, filled with new things for sale in retail stores. Bulletins are issued constantly to the retail trade so that the latest developments in the market will become known to them quickly. A famous publication of the House, McClurg's Monthly Book News, is a guide to book buyers everywhere in the country. At the present time, because of the almost insurmountable task of producing catalogs which truly reflect McClurg's stock, smaller temporary catalogs are issued from time to time. Even under trying wartime circumstances everything possible is being done to keep the retailer properly informed.

STURGIS E. ENGLE



DON L. WARWICK



BERT L. VANDERKELEN



DOUGLAS E. HOLMBECK



EDMUND F. ZEPH



BENJAMIN H. BENNER

McCLURG
REPRESENTATIVES

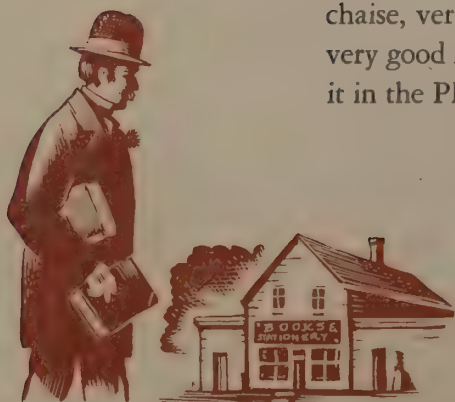
Partners for a Century

THE RETAILER AND McCLURG'S

DOWN through the years the character of the American retail store has changed enormously. Specialization has appeared, of course, just as it has in professions and trades. The general store which stood at the crossroads in the 80's and 90's has developed into a variety of units, and even these have tended to change their whole complexion as far as merchandise and type of service is concerned. The drug store has become a department store. The hardware store has shifted from building materials to housewares and toys. The book and stationery establishment of an earlier day has become a variety store. The gift shop is, of course, one of the newest manifestations of retail distribution. Those who find somewhat surprising the wide variety of goods sold by McClurg's and its customers and who are inclined to be amused by the range of goods found in the average drug store, will find the following excerpt interesting. It appears in *Franklin. Apostle of Modern Times* by Bernard Fay.

"He saw that one had to be a merchant in this new country, to buy and sell as many things as possible, without specializing or turning up his nose at anything. So he extended his business in all directions.

"In his shop were also found all kinds of inks at a shilling the bottle; paper, pens, compasses, scales, slates, and lampblack (to make ink) for five shillings a pound. He bought old rags to make paper and sold soap as he had done in his boyhood. There were also to be found in his shop: goose quills, very good chocolate; fine Palm Oyl, very good spermacety, choice bohea tea, the true and genuine Godfrey's Cordial; Good Rhode Island Cheese and Codfish, Choice Mackerel to be sold by the Barrel, Quadrants, Mariners' Compasses, Fine Broad Scarlet Cloth, Fine Broad Black Cloth, a new fishing net, a very neat new fashioned vehickle, or four wheel'd chaise, very convenient to carry weak or other sick persons old or young, very good iron stoves, Senaka Rattlesnake Root, with directions how to use it in the Plurishy."



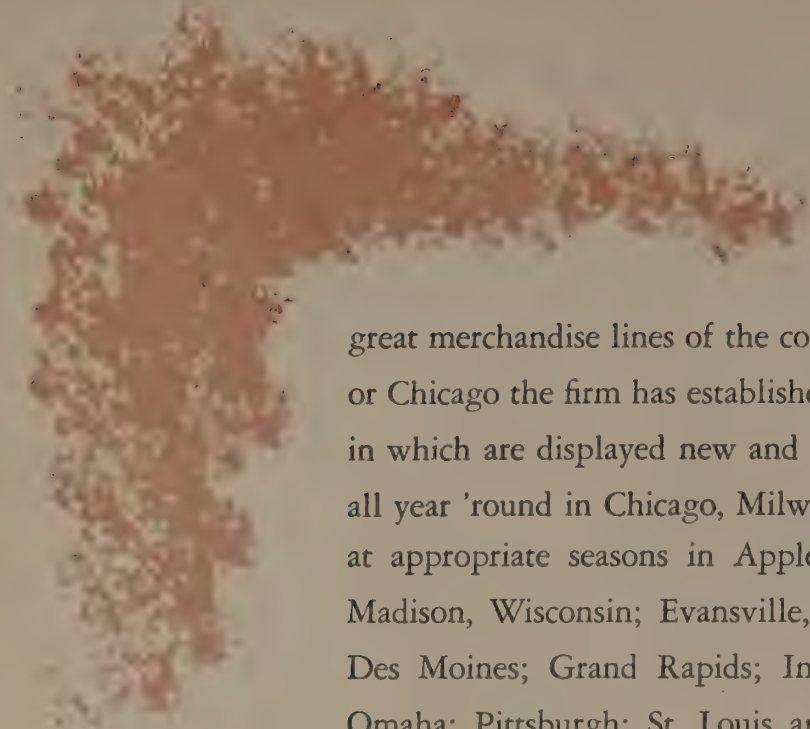
Of course the stationery store of the current day would hesitate to sell pickled mackerel as Franklin did but there is no limit apparently to what the American retail store can sell if once given the opportunity.

Typical of this view has been the dealer's alertness to find goods to sell during the dips and valleys of his annual sales chart—merchandise to increase sales in seasons normally slow. Seasonal goods of a variety of types and kinds yielding good profit and rapid turn-over and effective in attracting new customers is the answer. McClurg's has helped to provide them and dealers, in the same spirit as Franklin's, have shown a willingness to try unexplored merchandise fields whenever the opportunity came.

Early in its career McClurg's learned that the dealer's financial problems were those of his wholesaler as well. The Company pioneered in offering special terms on orders for goods in certain classes such as school supplies and holiday goods. Under these arrangements the dealer has an opportunity to buy his stock, sell it, put his money in the bank and then pay his bill at a discount. This method of financing the dealer when he needed to purchase seasonal goods heavily was one of the great forward steps in which the Company was a leader. The firm encourages the retail dealer to buy goods which he can sell at a fair margin of profit and urges him to avoid highly competitive items that other types of distributors use as bait. This financial policy of the House is generous on one hand and strict on another. Dealers, of course, are expected to pay their bills on time and the Company is proud to say that by far the vast majority of them do exactly that. On March 31, 1944, the Company's "accounts receivable" amounted to just one month's sales. To an accountant this is almost a phenomenal condition but it proves the calibre of McClurg customers and their stability.

Every effort is made to reverse the usual procedure and take the mountain to Mohammed. To make it possible for dealers to see the





great merchandise lines of the country without traveling to New York or Chicago the firm has established a system of regional sample rooms in which are displayed new and seasonal goods. Such rooms are open all year 'round in Chicago, Milwaukee, Detroit, and Minneapolis, and at appropriate seasons in Appleton, Wisconsin; Billings, Montana; Madison, Wisconsin; Evansville, Indiana; Columbus, Ohio; Denver; Des Moines; Grand Rapids; Indianapolis; Kansas City; Louisville; Omaha; Pittsburgh; St. Louis and Salt Lake City. To these exhibits thousands of dealers journey each year to study the market and to make their plans for months ahead. McClurg representatives call on their customers just as often as possible; nevertheless mail order business is welcome and receives exactly the same attention that a dealer receives when he buys at headquarters.

In a pleasant location near Chicago's lake front A. C. McClurg & Co. maintains its headquarters and sample rooms. One third of a million square feet, including office and display rooms, contain over 25,000 different items of merchandise and more than 22,000 titles of books. Probably 20% of the merchandise items and book titles change every year. In 1943 approximately 406,000 shipments were made from these buildings to the customers of A. C. McClurg & Co.

At the Chicago sample room it has been the custom to pay visitors' cab fares from the central part of the city to the Near North Side where the Company offices are located. A. C. McClurg & Co. is proud of its customers, is happy to have them as friends and is grateful for the opportunity of greeting them when they come to the city.

One of the most spectacular enterprises of its kind is the McClurg Annual Book Conference which takes place in Chicago each summer. At this meeting gather book people from several hundred miles around the city to hear approximately thirty-two publishers describe their immediate and future programs and confer with famous literary authori-

ties. Each year the number attending the conferences and luncheon has increased.

Thus the firm strives to remain more than a mere distributor of goods but an actual partner of the retail dealer sharing his problems and acting as his friend and advisor. In times like these A. C. McClurg & Co. feels it has its best opportunity to show its customers its true attitude toward them. Every possible effort is being made to maintain the service of the house on the level which McClurg customers deserve. Merchandise is shared on as equitable a basis as possible. No favoritism of any kind is shown; every attempt, however, is made to protect the regular customers of the house. On the bright side is the fact that the terrific strain under which both the dealer and the company operate tends to reveal weaknesses which have always been present and never properly evaluated. It is the belief of McClurg people that out of this war will come a stronger and more useful wholesaler-dealer service than ever before.

It is satisfying indeed to the personnel of the firm to note with what forbearance their customers are accepting the difficulties of wartime service, scarcity of merchandise and the other irritations of the present period. It is cheering also for them to remember that McClurg customers report when goods are shipped in excess of the amount billed just as often as when shortages in their shipments occur. The McClurg organization feels assured that it is dealing with the highest type of American businessman.

McCLURG
REPRESENTATIVES



GEORGE L. SULLY



WILLIAM L. MEZGER



JACK STEPHENS

Dealers from all parts of the country come to visit McClurg's Home Office Sample Rooms in Chicago, a section of which is shown here. In addition to books there are on display ten thousand samples of merchandise which change from day to day and week to week, reflecting the appearance of new goods on the market and the coming of goods for special seasons.



One of the secrets of McClurg's rapid service in normal times is a system which makes it possible to divide an order up among several departments and gather it together again in one spot for shipment at a stipulated scheduled hour. Here a part of this system, the assembly and packing of express and city orders, is shown.



Twenty-two thousand titles of several hundred publishers are in stock in McClurg's Book Department at all times. This corner represents only a small part of the total area occupied by the enormous quantity of books kept available here for the demands of the book trade.



Here in the general office of A. C. McClurg & Co. all the administrative functions of the Company take place. On this floor the purchasing, general accounting, billing, correspondence and similar operations are performed.



Merchandise from all points of the compass arrives by freight, truck and boat at McClurg's in a constant stream. A typical street scene before the Shipping and Receiving Room Docks is a long procession of trucks waiting their turn to load and unload.



A typical merchandise stockroom, "S" Department is devoted to writing papers, loose-leaf goods, blank books and similar paper products. As in all departments merchandise storage spaces are laid out so that the more popular items are quickly available to make order-filling easy, simple and accurate.



In McClurg's China Department in normal times are gathered the products of potteries, china factories and glass makers from all over the world. Experienced packers who have spent a lifetime in their trade are required for the proper preparation for shipment of this type of merchandise.



Parcel Post Assembly and Packing Department. Here smaller orders are organized from several departments, packed, weighed, billed, stamped, addressed and on their way in a matter of minutes.



More and more mechanization has been adopted at McClurg's in recent years. Rollers carry smaller items of merchandise from one part of the building to the other by gravity as in the instance of the Book Section of the Parcel Post Assembly shown here.

McCLURG'S CITY SALES STAFF

SEATED:

John J. Fowley
Frank T. Stiles
Leon Stein
Thomas M. Wainright
A. W. MacCorquodale
52 Years of Service
James N. Cormack
Charles M. Rutherford
Irwin I. Schaefer

STANDING:

Arthur V. Anderson
Charles W. Remer
James C. Kolar
Royston B. Bigelow
Harley H. Bryant
Frank F. Coffey
T. R. Worstell
Dudley O. Leighton
Herbert S. Thorsen
Otto J. Sandberg
Hans E. Kropp
Edward M. Harris
Harry A. Prescott
Charles Tanzl
Fred M. Bowen



Stores Served by McClurg's Over 50 Years

This list is probably not complete, although every effort was made to make it so. McClurg's would be glad to know of other stores in this category.

R. C. Allen Harbor Beach, Michigan	Cummins' Book Store Columbus, Indiana	Knowlton & Bennett Urbana, Illinois	T. W. Rixleben Jonesboro, Illinois	Sweeney Bros. Salem, Illinois
Artz Drug Company Red Oak, Iowa	Mark W. Duncan Albia, Iowa	Theo. C. Loehr Carlinville, Illinois	F. W. Robinson McLeansboro, Illinois	Tyler's Pharmacy Lenox, Michigan
Ballweg's Drug Store Edwardsville, Illinois	Erwin Drug Harbor Springs, Mich.	Long's Drug Store Rensselaer, Indiana	A. E. Roedel Cheyenne, Wyoming	Shad N. Vincent & Son Lapeer, Michigan
Batterton's Drug Store Greensburg, Indiana	Fred G. Fahr Co. Cairo, Illinois	A. H. Lyman Company Manistee, Michigan	Wm. Rudder & Co. Salem, Indiana	Wahr Book Store Ann Arbor, Michigan
Beecher Kymer & Patterson Kalamazoo, Michigan	Chas. E. Fluke Chariton, Iowa	David MacTaggart Co. Port Huron, Michigan	Ryan Book Store Jerseyville, Illinois	Webb's Bookstore Mt. Vernon, Illinois
Binn's New Magnet Store Buchanan, Michigan	Robert Gaffner Olney, Illinois	Charles McClintock Salem, Indiana	George Schaper Nokomis, Illinois	Weinmann-Matthews Co. Ypsilanti, Michigan
Bond and Ogilvie Charleston, Missouri	Graham's Drug Store Carlinville, Illinois	Mather's Bookstore Alton, Illinois	A. R. Schimpff Jeffersonville, Indiana	West Side Drug Store Du Quoin, Illinois
E. Z. Bower Olney, Illinois	Greenman's Boulder, Colorado	Middleton's Drug Store Greenfield, Illinois	Schirmer Drug Co. Saginaw, Michigan	Whipples Book Store Canon City, Colorado
Brown-Krekl Drug Store Effingham, Illinois	Gregg's Drug Store Harrisburg, Illinois	Olmsted & Gardner New Hampton, Iowa	Schnitker & Son Chrisman, Illinois	Wiley's Bookstore Anna, Illinois
Browning's Bookstore Benton, Illinois	Robt. W. Harvey & Son Missouri Valley, Iowa	Fred Owen Mechanicsburg, Ohio	Shriver's Drug Store Virden, Illinois	Wilkinson's Logan, Utah
E. J. Burnside Ripon, Wisconsin	Hayes Print Shop Blackfort, Idaho	Paul's Pharmacy Blairtown, Iowa	J. A. Skinner Cedar Springs, Michigan	Wilson and Little Mayfield, Kentucky
Burroughs and Whiteside Edwardsville, Illinois	E. D. Holmes Havana, North Dakota	J. J. Pfaff and Co. Centralia, Illinois	Smith & Smith Ionia, Michigan	Wittman's Drug Store Pana, Illinois
Collins' Drug Lake City, Minnesota	F. E. Holstein Alliance, Nebraska	A. W. Puchner Edgar, Wisconsin	Spargo's Ogden, Utah	Woodbury Book Co. Danville, Illinois
Collins Drug Store Charlotte, Michigan	Humma's Drug Store Metropolis, Illinois	Adolph Reiss Shelbyville, Illinois	Sprague's Drug Store Virden, Illinois	D. A. Woolley Girard, Illinois
F. B. Crane & Son Mt. Pleasant, Iowa	George Jay Drug Co. Shenandoah, Iowa	Ries Iowa Book Store Iowa City, Iowa	Stebbins & Jacobs Hastings, Michigan	T. C. Wright Dillsboro, Indiana

Wellsprings

McCLURG'S SOURCES OF SUPPLY

THE SAME happy relationships that McClurg's enjoys with its customers also provide a bond between the Company and its sources of supply—the manufacturers and publishers. Many of these associations have their roots so far in the past that they are difficult to trace. There are many firms who have supplied A. C. McClurg & Co. for over fifty years, some of them, as a matter of fact, have sold the Company for well over seventy-five years.

For generations manufacturers and publishers have relied on the company to service the Middle West area, to promote their lines, call attention to the new products and work with them on promotional campaigns. From their viewpoint it is the function of the wholesaler

These Companies Have Supplied McClurg's for Over 50 Years

Abingdon-Cokesbury Press
Allyn and Bacon
American Book Co.
D. Appleton-Century Co.
Theodore Audel & Co.
A. S. Barnes & Co.
Benziger Bros.
P. Blakiston and Sons
The Bobbs-Merrill Co.
Boorūm & Pease Company
George Borgfeldt, Inc.
Boorum & Pease Company
R. R. Bowker & Co.
Milton Bradley & Co.
Bradner Smith & Company
The Cooke & Cobb Co.
T. Y. Crowell & Co.
Dennison Manufacturing Co.
Joseph Dixon Crucible Co.
Dodd Mead & Co.
M. A. Donohue & Co.
Doubleday, Doran & Co.
E. P. Dutton & Co.
Eagle Pencil Company, Inc.

Eberhard Faber Pencil Co.
The Esterbrook Pen Company
Enger-Kress Company
Funk & Wagnalls Co.
Ginn & Co.
Grosset & Dunlap
Harper & Brothers
N. W. Henley & Co.
M. Hohner, Inc.
A. J. Holman & Co.
Henry Holt & Co.
Houghton Mifflin Co.
Orange Judd Publishing Co.
J. B. Lippincott Co.
Little, Brown & Co.
Longmans, Green & Co., Inc.
Lothrop, Lee & Shepard
The Macmillan Co.
A. N. Marquis & Co.
David McKay
G. & C. Merriam Co.
Thomas Nelson & Sons
Noble & Noble
Oxford University Press

L. C. Page & Co.
G. P. Putnam's Sons
Rand McNally & Co.
Fleming H. Revell & Co.
M. D. Rider & Co.
Roaring Spring Blank Book Co.
Sanford Ink Company
Scott Foresman & Co.
Scott Publications
Charles Scribner's Sons
Silver, Burdett & Co.
Spencerian Pen Company
The Standard Diary Company
United States Envelope Company
The United States Playing Card Company
University of Chicago Press
D. Van Nostrand & Co.
Frederick Warne & Co.
W. A. Wilde & Co.
John Wiley & Sons
John C. Winston & Co.
The Westminster Press

to maintain a position of liaison between the retail dealer and the manufacturer. The firm has learned well the lesson that its destiny is wrapped up as intimately with that of the manufacturer as with the retail dealer. Therefore, it is a set policy of the house that the rights of suppliers be respected. Moreover, everything possible must be done to promote their potential service to the retail trade. A case in point involves the present day gift market which is on a year 'round basis. In the late twenties McClurg's noted a willingness on the part of retail dealers, who ordinarily carried gifts for the Christmas season only, to carry such goods all year. Working closely with manufacturers who were urged to build new lines for January selling, and by issuing a catalog of gifts early McClurg's succeeded in promoting the sales of gifts throughout the year to the great benefit of the industry as a whole. It has been McClurg's hope to encourage the same sort of program in the toy industry, and possibly after the war this happy result may be achieved.



Omaha - 1910

A view of McClurg's Holiday Sample Room in Omaha, season 1910. A close examination will show the types of merchandise carried in that day.

In these days McClurg buyers are laying plans for a far wider development of lines than ever before. When metals are released for manufacturing it is in their program to build a tremendously enlarged sporting goods department and wider and more comprehensive lines of electrical appliances, housewares, and toys.

In the days of peace, merchandise from the world over and from every part of the United States comes to McClurg's. With these thousands of manufacturers, McClurg's personnel works constantly for the production of new ideas, development of new products and the improvement of old products. Its facilities for cooperative promotion are always available to the manufacturer. The firm's friends in the retail trade are encouraged to place their stock orders as early as possible so that these in turn may be placed with the factories, thus assuring customers adequate stocks and suppliers sufficient time in which to prepare them.

The great test of these policies has come. During these difficult war-time days manufacturers have cooperated wholeheartedly to keep McClurg customers adequately supplied with goods which each month have become more difficult to obtain. The same fair dealing has operated to build up relationships with sources of supply that are priceless, and a good will and mutual regard which could not be bought for the fortunes of kings.

McCLURG'S DEPARTMENT HEADS

C. GUY KENDALL
Buyer of Books
43 Years of Service



ARNOLD J. BIESE
Head of Library Department



ALBERT J. BOY
Manager, Claim Department



CLYDE STEPHENSON
In Charge of Mailing
34 Years of Service



EDWARD HOFFMANN
Auditor
52 Years of Service



W. H. KOOPMAN
Special Order Buyer
56 Years of Service



JOSEPH M. HOLAHAN
Buyer, Book Specialties

McClurg - Men and Women in the Service of their Country

Adolph Amundsen
Leonard Anderson
Mack F. Anderson, Jr.
Gustav Andrey, Jr.
Leo F. Armatys
Albin R. Backman
Charles F. Banbury
William Bankester
Robert J. Barden
George E. Bauer
Alex E. Bavolek
Samuel Berkowitz
Harold C. Best
Arnold J. Biese
Wm. Arden Blankenbecker
Joseph Bonjean
Allen E. Borgeson
Robert E. Borgeson
Eugene A. Brodecki
Emil P. Brox
Howard E. Brumley
Samuel V. Buchanan
Harry D. Buchler
Martin Bullinger
Thomas F. Burke
David P. Busse
Edward R. Butorac
Joseph A. Caci
John R. Callahan
Chas. A. Catanzaro
Robert M. Cather
Marc L. Chouinard
Victor H. Clemetsen
Edward Cook, Jr.
Thomas G. Corr
Warren E. Craig
Daniel M. Crowley
Albert F. Dale
Marshall H. Davis
Clarence A. DeMars
John E. Dorn
Virginia A. Driver
John J. Dwyer, Jr.
George H. Elsner
Robert C. Evans
Oscar Everhart
James J. Farley
John A. Foster
Sam E. Fratto
Charles E. Glover
Marcus Gonzales

Eugene L. Graf
Marguerite Graham
Torrance L. Graham
Wesley H. Grans
Joseph V. Grazulis
Chester J. Gregory
Paul T. Gross
Henry Gruber
Charles R. Gunther
Arthur C. Hall
Richard David Hayes
Joseph C. Hess
Richard J. Hickey
Charles Higgins
Thomas M. Hiura
John J. Hoch
Henry P. Hoffman
Ernest L. Holmer
Leonard R. Holter
Willy R. Hoppe
Charles E. Horst
Victor A. Horyza
Hobert Hubbard
Robert D. Huffman
Edward Joseph Janus
Frank F. Jagodka
Raymond A. Johnson
Max S. Joichi
Theodore H. Kartheiser
Howard L. Kelsey
Clarence W. Kernes
Arthur J. Kipp
Nobuo Kitagaki
Paul E. Klein
Stanley R. Kniber
Eugene F. Kotecki
Raymond Kothera
Donald F. Kowalski
Julius J. Krok
John J. Laverty
Clyde H. Lehmann
Leonard J. Lipinski
Victor Alexander Loewen
John S. Long
Robert W. Lowthian
William D. Mack
Anthony J. Maturi, Jr.
Clarence V. Meyer
James A. Meyers
Fred H. McDaniel
Russell K. Nilsen

Walton P. Norlie
Willie A. Ogino
Jerome M. Ohnesorg
Martin E. O'Mally
Calvin A. Page
Fred A. Paul
Edward Pagels
Elizabeth Pavlica
Earl M. Perry
Norman M. Petruschadt
Howard J. Phalen, Jr.
David W. Pickell
Walter Pieper
John Frank Piotrowski
August V. Pranczke
Howard M. Proctor
William T. Richford
Edmund S. Rozanski
Edwin A. Rozanski
Dennis E. Ryan
Bruno L. Rydwelski
John Sawchyn
Emil P. Schmidt
Morris E. Schwartz
Fedele R. Settanni
William W. Shipkowitz
Chester J. Slapke
Peter P. Slovak
Eugene J. Smietana
Hiram F. Snee
Jerome M. Stachowicz
Edward F. Stack
Carolyn R. Staddon
Kenneth E. Stensrud
Carl F. Strom
Frank S. Tanabe
Paul Tangas
Frank M. Tindill
Lawrence G. Tokarski
George L. Unterfenger
Fred Hideo Uyehara
Francis H. Wacker
Edward F. Wagner
Duncan J. Wainwright
Frank E. Wainwright
Lawrence W. Wanucha
Arthur Ware
Wesley L. Weaver
John M. Wierzbicki
Kenneth D. Williams
Robert Williams



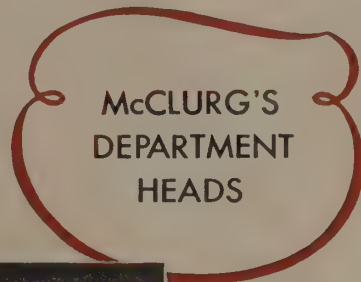
The People of McClurg's

THE LESSON learned in this war and known by the lowliest foot-slogging soldier and the most gold-braided general is that in the long run it is *men* who win battles and not machines. For twenty years the populations of the world have heard whispers of the marvelous engines of destruction hidden in the laboratories. Visions have been painted for them of whole countries conquered overnight through the application of new mechanical and chemical techniques. But now we know what Alexander, Caesar, and Napoleon knew—that in the long run victories are won and accomplishments of civilization are achieved, by men and by the right kind of men.

No outright mercantile organization such as A. C. McClurg & Co. could become successful because of its machines, its patents or its secret formulas. Such firms succeed or fail chiefly because of the kind of men who carry on their work. The house has been fortunate indeed not only in its leaders but in the rank and file of its personnel through its long



F. L. HOOD
Manager,
Chicago Salesroom



WILLY R. HOPPE
Traffic Manager



ALICE HUDELSON
Editor, McClurg Book News



BYRON E. HUTCHINSON
Operating Superintendent



CAROLINE D. JAMES
Re-Order Buyer



ANTON JOHNSON
Buyer of Housewares

history. One reason that such men have been attracted to the organization and remain with it over a long period of their lives is that McClurg's is not only known as, but actually *is* "a good place to work." One of the phenomena of the firm which bears out this contention is the extraordinary proportion of employees who have served the Company for periods of 40 years or more. As an example on April 1, 1944 Henry Steinle was the guest at a celebration of his completion of 60 years of service with the Company. Another record which is remarkable is that of H. A. Gould who came to work at McClurg's over 68 years ago. Mr. Gould is a stockholder and regular visitor to the house where his advice and counsel are welcomed. At one time or another Mr. Gould was the buyer of books, manager of McClurg's Library department as well as the retail store. To attain the perspective and to sense properly the span of time from our day to that when Mr. Gould was hired by the Company in the fall of 1876 one must remember that it was during the second term of Ulysses S. Grant when the telephone had just been patented and the electric light and automobile were only vague dreams in inventors' minds.

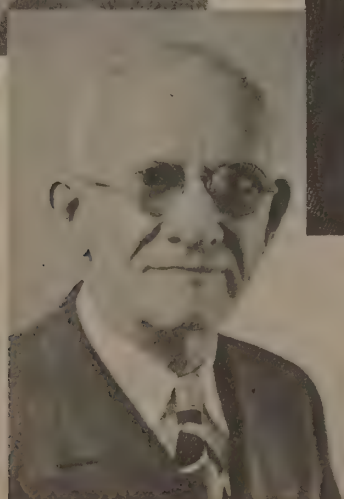
During all those years men rose steadily from the apprenticeships to

ELMER A. JOHNSON
Manager, Housewares



GEORGE W. MAINES
Buyer of Novelty Papers

McCLURG'S
DEPARTMENT
HEADS



CHARLES KYLANDER
Buyer of China and Glass

DON LARSON
Wholesale Book
Sales Manager



WILLIAM A. MARSEIN
Office Manager



CLAIRE MURRAY
City Telephone Sales

become executives and officials of the organization. The same practice continues today. Junior executives have been encouraged to improve and prepare themselves for higher opportunities as they come and seldom has it been necessary for McClurg's to go outside its own walls for material to mold into executive stature.

The firm is so organized that each employee, if he wishes, can reach a responsible executive quickly and without ceremony with suggestions,

Among the McClurg Veterans



HENRY STEINLE
60 Years of Service



HERBERT A. GOULD
Employed 68 years ago—
Retired in 1935



EMIL KITTILSEN
50 Years of Service

grievances or for personal advice. Such conferences are regular occurrences in the offices of the heads of the Company. Some of the refreshing *esprit de corps* which is to be found within the organization may also arise from the fact that the ownership is chiefly in the hands of employees and executives. There is every inducement on the part of employees themselves to work for the success of the firm. Today the workers enjoy a larger percentage of the gross income of the company than ever before, the greater division of profit being made possible

through the increased volume that the company now enjoys.

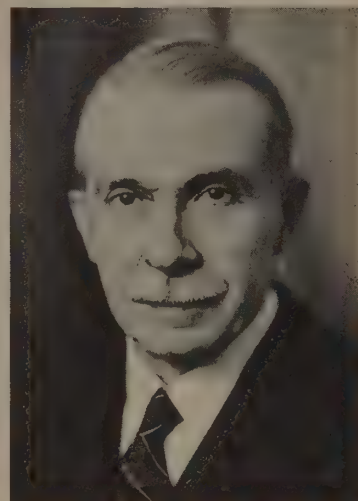
Today 160 men, many of them from key positions, are in the armed services—four times as many as went away in the first World War. Naturally, everything is being done to keep in touch with these men, to help them, to consult with their families when necessary, and in every way to prove to them that their sacrifices on behalf of their country are appreciated by their firm. It is men and women who make McClurg's and never for one minute during any deliberations on the part of those who control its progress is this allowed to be forgotten.



EDWIN SCHUTZ
*Buyer of Gifts, Toys, and
Sporting Goods*



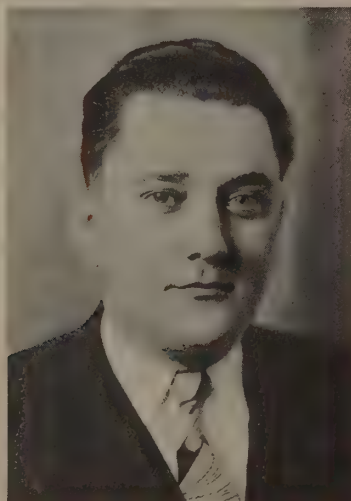
**McCLURG'S
DEPARTMENT
HEADS**



EDWARD SCHRADER
*Buyer of Stationery
26 Years of Service*



EDITH PETERSON
Cashier



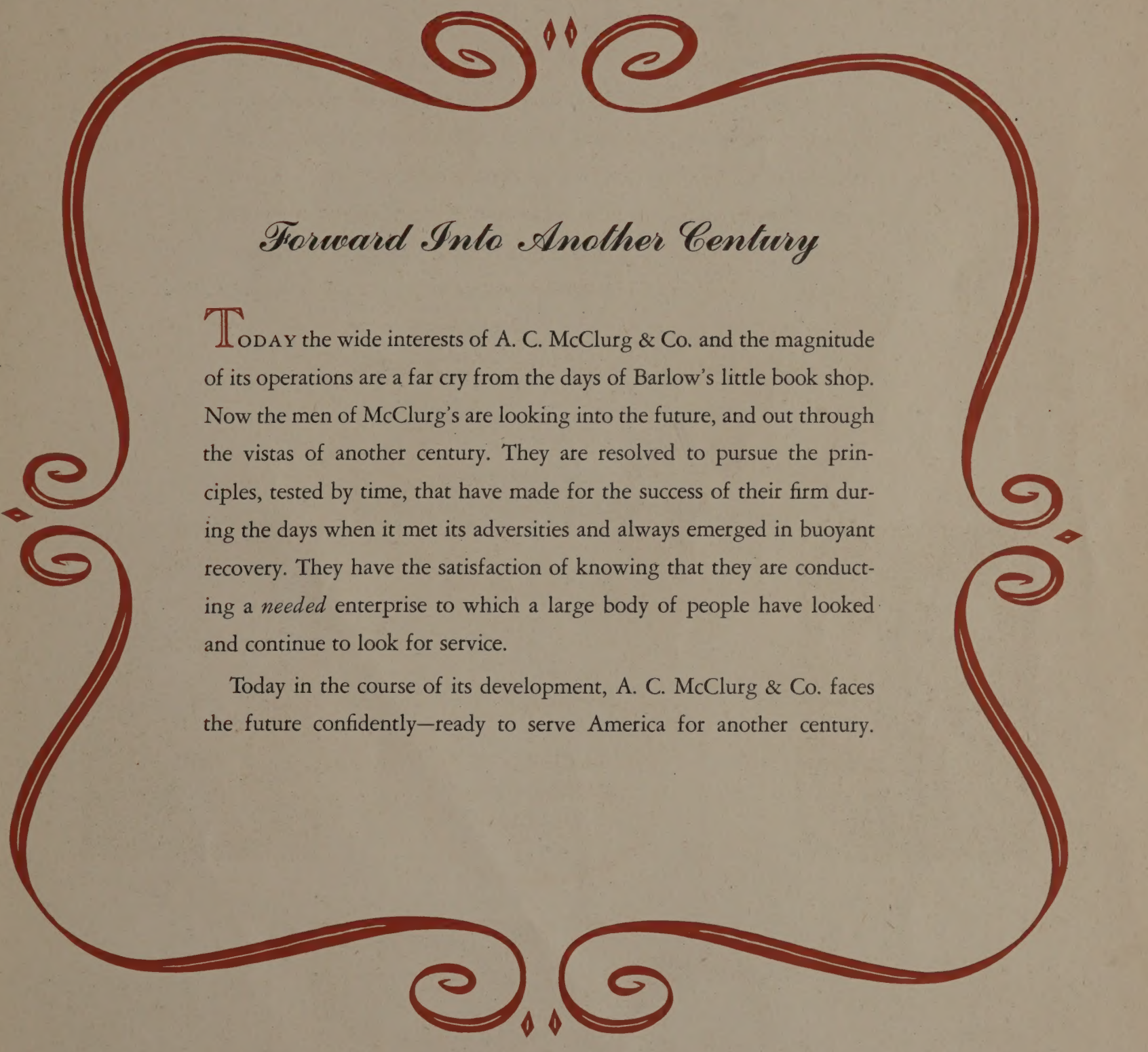
JOHN J. PALEWSKI
Re-Order Buyer



HAROLD E. SCHWANKER
Country Credit Manager



WILLIAM STUPKA
City Credit Manager



Forward Into Another Century

TODAY the wide interests of A. C. McClurg & Co. and the magnitude of its operations are a far cry from the days of Barlow's little book shop. Now the men of McClurg's are looking into the future, and out through the vistas of another century. They are resolved to pursue the principles, tested by time, that have made for the success of their firm during the days when it met its adversities and always emerged in buoyant recovery. They have the satisfaction of knowing that they are conducting a *needed* enterprise to which a large body of people have looked and continue to look for service.

Today in the course of its development, A. C. McClurg & Co. faces the future confidently—ready to serve America for another century.



DESIGNED BY ERNEST E. KING; TYPOGRAPHY BY NORMAN W. FORGUE; OFFSET LITHOGRAPHY
BY NEWMAN-RUDOLPH COMPANY. ISSUED AT CHICAGO, ILLINOIS, AUGUST 23, 1944.

